

## ABSTRACT OF THE DISCLOSURE

A system and method for the preparation and administration of advertisements for electronic and print publishing, and other advertising media is provided. The present system and method is directed to an interactive network-accessible computer-assisted cooperative preparation of advertisements governed by business rules provided by both a Company advertiser and a media Publisher. Using the system and method of the invention Companies and Publishers are able to cooperate (1) in the joint creation, editing, and arrangement of text, images, audio, animation, and video for inclusion in a publication's advertising media spaces and (2) in the joint administration of the advertisement preparation process. The invention has application in any visual, audio, electronic and print media that can support perusing of ads by potential purchasers. Media which provide such presentations include newspapers, magazines, trade journals, as well as computer-based applications, such as on-line catalogs, yellow pages, want ads, and other network-accessible advertising platforms and other advertising media including movie theatre ads, billboards, and radio ads.

0935420-082204